

THE OFFICIAL USA PAVILION SIAL MONTREAL 2003
2ND INTERNATIONAL FOOD, BEVERAGE, WINE AND SPIRITS EXHIBITION OF NORTH AMERICA
APRIL 2-4, 2003 | PALAIS DES CONGRÈS DE MONTRÉAL | MONTREAL, CANADA



USDA ENDORSED

OFFICIALLY ENDORSED BY U.S. Department of Agriculture FAS Trade Show Office Washington, DC and the
Office of Agricultural Affairs – U.S. Embassy Ottawa, Ontario | ORGANIZED BY IMEX Management, Inc. Charlotte, NC
EXHIBITOR REGISTRATION FILE 2003





**Office of Agricultural Affairs
U.S. Embassy - Ottawa**

Marilyn Bailey

Agricultural Marketing
Specialist

TEL 613.688.5267

FAX 613.688.3124

EMAIL [baileym@usda-
canada.com](mailto:baileym@usda-canada.com)

**U.S. Department of
Agriculture
Foreign Agricultural Service
Trade Show Office**

Teresina Chin

TEL 202.720.9423

FAX 202.690.4374

EMAIL [Teresina.Chin@
fas.usda.gov](mailto:Teresina.Chin@fas.usda.gov)

**FOR MORE
INFORMATION
ON EXHIBITING AT
SIAL MONTREAL**

IMEX MANAGEMENT INC.

Kelly Wheatley

505 East Boulevard
Suite 200

Charlotte, NC 28203 USA

TEL 704.365.0041

FAX 704.365.8426

EMAIL sial@imexmgt.com



United States Department of Agriculture
Foreign Agricultural Service
Office of Agricultural Affairs
U.S. Embassy - Ottawa, Ontario CANADA

Dear Food Industry Executive:

The second SIAL MONTREAL promises to be even better than the first!

In April 2003, you will once again have the opportunity to exhibit your products in the only SIAL show in North America. The first SIAL MONTREAL in 2001 was a tremendous success. Far exceeding all expectations.

You will once again have the opportunity to benefit from multi-billion dollar trade with Canada. The United States exported a record \$7.6 billion in agricultural products to Canada in 2000; two way trade between Canada and the United States totaled \$16.3 billion. A total of \$2 billion per day is traded between the United States and Canada. Do you want to miss out on your opportunity to be part of those statistics?

The Office of Agricultural Affairs of the U.S. Embassy in Ottawa invites your company to be part of the Official USA Pavilion at SIAL MONTREAL 2003 scheduled April 2-4, 2003 with as many as 850 exhibitors and over 15,000 trade visitors in the food distribution and food service industries expected.

Some of the most desirable product prospects for the Canadian market include fresh and processed fruits and vegetables; breakfast cereals; fish and seafood products; snack foods; bakery products, mixes and dough; processed beef and pork products; wine and beer; sauces and condiments; and bottled water and soft drinks. Excellent opportunities also exist for organic, Kosher and Asian foods.

Don't delay! Register early and take advantage of the reduced rates.

Sincerely,

Norval E. Francis, Jr.
Minister-Counselor for Agricultural Affairs



FOOD SECTORS REPRESENTED

DAIRY PRODUCTS

MEAT PRODUCTS

SEAFOOD

FRUIT & VEGETABLES

CONFECTIONERY,
BREADS, PASTRIES

GROCERY PRODUCTS
& CANNED FOODS

FROZEN PRODUCTS

ALCOHOLIC & NON-
ALCOHOLIC BEVERAGES

FOODSERVICE PRODUCTS

PET FOODS

ORGANIC, HEALTH &
CHILDREN'S FOODS

PROFESSIONAL SERVICES
& ORGANIZATIONS

NATIONAL & REGIONAL
PAVILIONS

SIAL Montreal 2003: A World-Class Gathering of Food & Beverage Professionals in North America

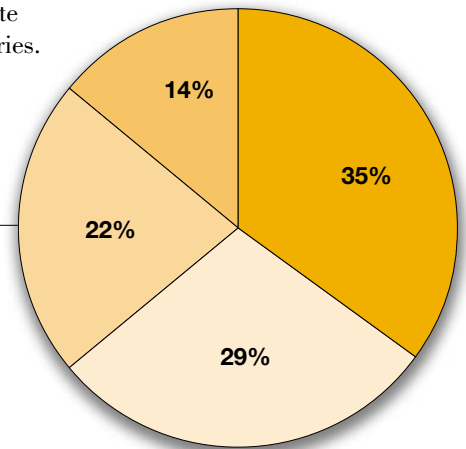
By exhibiting at SIAL MONTREAL 2003, you can promote your products to buyers from Canada and 50 other countries.

- Over 850 exhibitors from 50 countries
- Over 15,000 trade visitors expected

Breakdown of Visitors by Activity

Distribution & Import/Export	35%
Restaurant/Hotel/Foodservice	22%
Organizations/Services	14%
Industry	29%

Source: Statistics SIAL Montreal 2001, Leger Marketing, March 2001



Canada is Our Top Export Market: Carve Your Share at SIAL Montreal 2003

Being our neighbor and the biggest buyer of U.S. consumer food products on the globe, Canada is the ideal market for developing your export sales. In 2000, U.S. exports of agricultural products to Canada reached a record \$7.6 billion, accounting for 15% of total U.S. agricultural exports.

**US \$2 BILLION
PER DAY TRADE
BETWEEN
CANADA & U.S.**

U.S. Food & Beverage Exports to Canada in 2000

U.S. DOLLARS IN MILLIONS

FRESH VEGETABLES	869
FRESH FRUIT	639
PROCESSED FRUIT & VEGETABLES	434
RED MEATS	495
POULTRY & EGGS	288
DAIRY	220
SNACK FOODS	617
TREE NUTS	109
WINE & BEER	139
FRUIT & VEGETABLE JUICES	272
BREAKFAST CEREALS, PANCAKE MIX	192
PET FOODS	229
OTHER	1000

Source: USDA/OAA-Ottawa

The Official USA Pavilion at SIAL Montreal 2003

Participation in the official USDA-endorsed USA Pavilion at SIAL MONTREAL 2003 offers you the prestige and visibility of exhibiting with other U.S. companies while keeping your own identity ... your individual booth with a cost-effective, complete service package.

EXCLUSIVE SERVICES & AMENITIES TO ALL USA PAVILION PARTICIPANTS:

- Marketing support services from the USDA/Office of Agricultural Affairs in Ottawa including local promotion to importers, on-site market briefing and on-going market assistance during the show
- Pre-show promotion
- Strong USA identification - focal point for international importers and brokers
- Prime location on show floor
- USA Culinary Theatre with professional chef preparing products displayed in USA Pavilion
- One individual entry in official show catalog, website and USA Pavilion directory
- Professional guidance and total logistical coordination from IMEX Management staff in the U.S. and on-site in Montreal
- Assistance with hotel accommodations and shipping
- Daily booth cleaning

EACH FULLY-FURNISHED 100 SQUARE FOOT BOOTH INCLUDES:

All services & amenities plus:•

- Wall-to-wall carpeting
- Back and side hard walls
- Fascia with company name
- Lighting
- 1 electrical socket
- 1 table & 2 chairs
- Lockable demonstration counter
- 2 wall shelves (1 meter long each)
- Wastebasket
- One copy of the SIAL MONTREAL 2003 Show Catalog

USA Pavilion Stand Package Fees Comprehensive Booth Package

EARLY REGISTRATION - THROUGH NOVEMBER 1, 2002 —	US \$3,995 / 100 sf	
STANDARD REGISTRATION - AFTER NOVEMBER 1, 2002 —	US \$4,495 / 100 sf	
CORNER PREMIUM —————	US \$1,000 / corner	



USA CULINARY THEATER

The Office of Agricultural Affairs – Ottawa will sponsor a culinary demonstration stage in the USA Pavilion at SIAL Montreal 2003.

Chefs will prepare dishes of various cuisine styles utilizing U.S. food products exhibited in the USA Pavilion. This is an excellent opportunity for U.S. companies to increase their exposure at SIAL Montreal 2003.



Financial Assistance Available

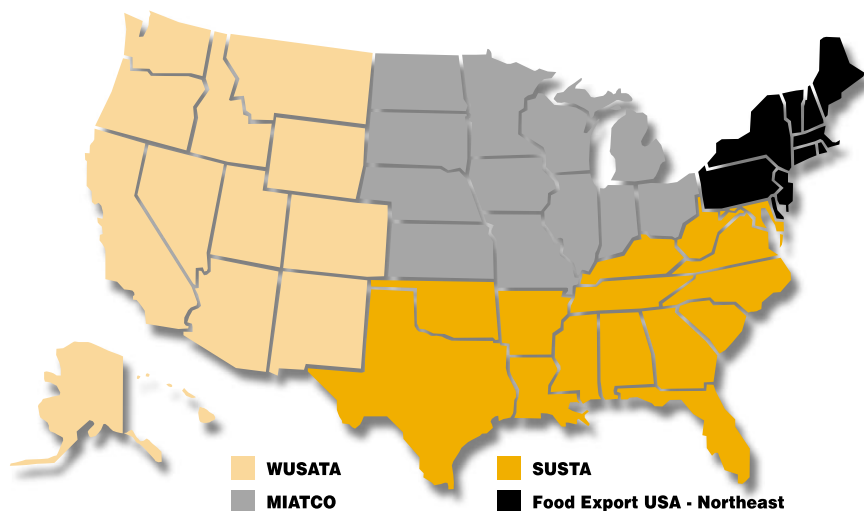
SMALL BUSINESSES REACH NEW MARKETS

Your company may be eligible to take advantage of a financial support that helps offset the costs of exhibiting at international trade shows. By exhibiting in the USA Pavilion, eligible companies can receive 50% cost reimbursement for a variety of expenses, including exhibiting fees, international travel costs, set-up rental and freight. Exhibiting at international trade shows is one of many activities that are reimbursable through the Branded Program, a program that supports the promotion of branded and private label food and agricultural products from the United States in foreign markets.

MAKE THE MOST OF YOUR PARTICIPATION AT SIAL

Exhibitors at SIAL shows can register to participate in Food Show PLUS!™. This service provides you with the information and in-market support you need to be more prepared to do business at the show. The list of services offered is customized for each show but may include: pre-show feedback on the competitive position of your product, translation of company profile, on-site interpreters, pre-arranged meetings with potential buyers and follow-up assistance after the show.

Interested companies are encouraged to contact the appropriate organization based on their geographic location, to see if it's available for you!



WESTERN US AGRICULTURAL TRADE ASSOCIATION (WUSATA)

Vancouver, Washington

CONTACT

Chris Rose
360.693.3373
360.693.3464 [fax]
www.wusata.org
chris@wusata.org

MID-AMERICA INTERNATIONAL AGRI-TRADE COUNCIL (MIATCO)

Chicago, Illinois

CONTACT

Michelle Rogowski
312.944.3030
312.944.1144 [fax]
www.miatco.org
mrogowsk@miatco.org

FOOD EXPORT USA - NORTHEAST

*Philadelphia,
Pennsylvania*

CONTACT

Suzanne Milshaw
215.829.9111
215.829.9777 [fax]
www.foodexportusa.org
smilshaw@foodexportusa.org

SOUTHERN US TRADE ASSOCIATION (SUSTA)

New Orleans, Louisiana

CONTACT

Tania Fuselier
504.568.5986
504.568.6010 [fax]
www.susta.org
tania@susta.org

"I would encourage you to seriously consider exhibiting at the next SIAL Montreal show in 2003 as this organizer did a great job... The U.S. Pavilion was well organized and very successful..."

— Jim Warden
Deputy Director
USDA / FAS AgExport
Services

"SIAL Montreal 2001 was a top-notch international event – the show far surpassed our expectations! Companies exhibiting from the State of Minnesota in the USA Pavilion were very pleased with their participation and all successfully met or exceeded their sales and marketing objectives. We'll be back in 2003!"

— Minnesota Trade Office,
a division of the Minnesota
Department of Trade and
Economic Development

ACT NOW!

Space is limited and will be allocated based on the order applications and deposits are received.



The International Hotel, Restaurant & Food Distribution Equipment & Services Exhibition
will be held simultaneously and along with SIAL MONTREAL 2003.
Visitors to either SIAL MONTREAL or RENDEZ-VOUS EQUIPMAG will be allowed access to both exhibitions.

CONQUER YOUR EXPORT MARKETS AT SIAL INTERNATIONAL FOOD AND BEVERAGE EXHIBITIONS



OCTOBER 20-24, 2002
PARIS, FRANCE
20TH EDITION



M A Y 2 0 0 3
SHANGHAI, CHINA
4TH EDITION



JULY 2-4, 2003
SINGAPORE
3RD EDITION



AUGUST 26-29, 2003
BUENOS AIRES, ARGENTINA
4TH EDITION



APRIL 2-4, 2003 | MONTREAL, CANADA
www.sialmontreal.com



THE USA PAVILION AT SIAL MONTREAL 2003 IS ORGANIZED BY IMEX MANAGEMENT, INC.
505 EAST BOULEVARD, SUITE 200 | CHARLOTTE, NC 28203 USA
TEL: 704.365.0041 | FAX: 704.365.8426 | EMAIL: SIAL@IMEXMGT.COM | WWW.SIAL.FR

Booth Application & Contract Form

USA Pavilion at SIAL Montreal 2003

The company, as described below, hereinafter referred to as "Exhibitor", applies for participation in the USDA-endorsed **USA Pavilion at SIAL Montreal 2003** in Montreal, Canada organized by IMEX Management, Inc. hereinafter referred to as "Management".

1 Exhibitor (Company) _____
Street Address _____
City _____ State _____ Zip Code _____
Phone _____ Fax _____ Email _____

**If billing information is different from above, please attach.*

2 Person Responsible for Exhibit Planning
Name _____ Title _____

3 Products to be exhibited, including brand names _____

4 Exhibit Space Requested
All booths include the services & amenities specified in the USA Pavilion Exhibitor Registration File 2003.

A. Booth Reservation

EARLY REGISTRATION (through November 1, 2002)

☐ a total of _____ 100 sf booth(s) @ US \$3,995 = US\$ _____

STANDARD REGISTRATION (after November 1, 2002)

☐ a total of _____ 100 sf booth(s) @ US \$4,495 = US\$ _____

B. Corner Premium

_____ corners @ US \$1,000 = US\$ _____

C. Total = US\$ _____

D. Deposit Due With Application (50% of C) = US\$ _____

5 Payment Information: Please make checks payable to IMEX Management, Inc. 50% deposit due with Booth Application Form; 50% balance due December 31, 2002.

6 We, the undersigned exhibiting company, hereby apply and agree to comply by the Terms and Conditions printed on the reverse side of this application. Enclosed is our deposit check for US\$ _____, covering the exhibit space as indicated above. The person(s) signing this document expressly represents and warrants to Management that he or she is authorized by Exhibitor to bind it to the terms hereof. The undersigned acknowledges that he or she has read and accepts the terms as set forth on both sides of this Booth Application & Contract Form.

Signature _____ Title _____

Type or Print Name _____ Date _____

Four easy steps to apply

- 1** Read Terms & Conditions of participation on reverse side.
- 2** Complete and sign the Booth Application & Contract Form.
- 3** Make deposit check payable to IMEX Management, Inc.
- 4** Send ORIGINAL APPLICATION and check (retain yellow copy) to: IMEX Management, Inc. Attention: Kelly Wheatley 505 East Boulevard Suite 200 Charlotte, NC 28203 USA Tel: 704.365.0041 Fax: 704.365.8426 Email: sial@imexmgt.com

Terms and Conditions

USA Pavilion at SIAL Montreal 2003

Upon acceptance of your completed Booth Application and Contract Form and booth deposit, the following Terms & Conditions will be in effect and are subject to such additions or changes as may be made by IMEX Management, Inc. in the Exhibitor's Manual. Exhibitors will be promptly advised of any changes or additions.

PLEASE KEEP A COPY FOR YOUR RECORDS.

1. The following conditions as well as rules and regulations laid down by the show organizers, are part of the Participation Agreement made through the signing of the "Booth Application and Contract Form", as though fully incorporated therein, and each participant, hereinafter referred to as Exhibitor, is bound by each and everyone thereof.
2. IMEX Management, Inc., hereinafter referred to as Management, undertakes within the framework of the offer submitted to carry out the project described in the USA Pavilion at SIAL Montreal 2003 Exhibitor Registration File, on the condition that the requisite number of Exhibitors apply.
3. USA Pavilion participation is open only to manufacturers, processors or sellers of U.S. food or beverage products and associated services of at least 50% U.S. origin, computed on a volume or value basis.
4. **Space Assignments:** Exhibit space assignments within the pavilion are made on a first-come, first-served basis. No assignment will be official until a completed application and the proper deposit has been received and accepted by Management. The location and layout of the USA Pavilion are subject to change at the sole discretion of the show organizers. The floor plan of the pavilion may also change to fit the total space demand. Space numbers printed in the Pavilion floorplan are for pavilion use only. Exhibit space numbers will be assigned to the Pavilion by the show organizers at a later date.
5. **Exhibitor agrees** to provide their own property and liability insurance, keep a fully equipped, manned booth in the USA Pavilion at all opening hours throughout the show, make payments for exhibit space and additional expenses as scheduled and not to reassign, grant or license the use of Exhibitor's space without written consent from Management.
6. **Sharing of Booth:** Exhibitor agrees to share the assigned booth with no more than one other exhibitor. Management will authorize no more than two companies to be listed on the fascia board and will permit no more than two companies to be represented in the booth. An additional \$300 booth sharing fee will be charged to cover administrative charges.
7. **Liability:** The Exhibitor agrees to indemnify and hold harmless the Management, the Show organizers, the Exhibition Hall Facility and City in which this exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space contracted herein for by reason of personal injuries, death, property damages, or any other cause sustained by any persons or others. The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb, threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omissions in the listings in the exhibition official directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys' fees and amount paid in settlement, incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his agents or Employees.
8. **Payment Schedule:** A deposit of 50% of the total space cost is required with the submission of the application and the balance of 50% must be made by Dec. 31, 2002. No exhibit space assignments will be made to companies who have not paid the proper deposit. Management has the right to replace any exhibitor who has not paid its space in full by Dec. 31, 2002. The cancellation policy listed below will apply in that case.
9. **Cancellations:** In the event the Exhibitor seeks to cancel all or part of this contract, Exhibitor may only do so by giving written notice by certified mail, return receipt requested. In such instance, Exhibitor will still be liable for one-half of the total exhibit fee so long as the written notice of cancellation is received by Management prior to Dec. 31, 2002. If written cancellation notice (by certified mail, return receipt requested) is received by Management on or after Dec. 31, 2002, Exhibitor shall pay a cancellation fee equal to the total exhibit fee. These cancellation fees are considered to be liquidated damages for the injuries Management will suffer as a result of Exhibitor's cancellation. The Exhibitor acknowledges that damages for breach of this contract are difficult to ascertain at the time of this contract's formation and moreover, Exhibitor acknowledges that the agreed upon liquidated damages are a reasonable forecast of compensatory damages in case of breach. The Exhibitor also acknowledges that its withdrawal from its reserved space at a time when other entities would be interested in occupying it will cause Management to sustain damages. In such situation, the Management's damages will be significant, but not precisely calculable. This provision for liquidated and agreed upon damages is not a penalty and therefore the provision for liquidated damages is valid. The date of cancellation should be the postmarked date on such correspondence.
10. **Force Majeure:** In the event of fire, war, public calamity, force majeure or other reasons beyond Management's control preventing all that is indispensable to the staging of the USA Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is herewith expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any grounds or for any reasons whatsoever.